

## CLAIMS:

1. A reception device (4, 5) for receiving and processing a transmission signal (US), with:

- reception means (I) for receiving the transmission signal (US), which comprises information data (EPG, VOD) identifying the information content (II) of display information (AI) that can be represented on a display device (6, 7), and which comprises representation-describing data (SK), which identifies the nature of the representation of information contents (II) to be represented on the display device (6, 7), and with processing means (V) for processing this received data (EPG, SK, VOD); and
- delivery means (AM) for delivering a display signal (AS) to the display device (6, 7) for displaying the information content (II), characterized in that the information data (EPG, VOD) and representation-describing data (SK) transmitted in the transmission signal (US) are written in a common Markup Language, but can be transmitted independently of one another in the transmission signal (US), and that the processing means (V) comprise only one parser (P) for processing this received data (EPG, SK, VOD).

2. A reception device (4, 5) as claimed in claim 1, characterized in that the information data (EPG, VOD) and the representation-describing data (SK) are coded in an Extensible Markup Language, and that the parser (P) is designed for decoding this data (EPG, SK, VOD).

3. A reception means (4, 5) as claimed in claim 1, characterized in that the reception means (I) are designed to receive the transmission signal (US) transmitted in accordance with an HTTP protocol (Hyper Text Transfer Protocol).

4. A reception device (4, 5) as claimed in claim 1, characterized in that the reception means (I) are designed to receive multiple sets of representation-describing data (SK) for one set of information data (EPG, VOD).

5. A reception device (4, 5) as claimed in claim 1, characterized in that the reception means (I) are designed to receive multiple sets of information data (EPG, VOD) for one set of representation-describing data (SK).

6. A reception device (4, 5) as claimed in claim 4 or claim 5, characterized in that the representation-describing data (SK) can be received via a computer network (NET) by a sender device (1, 2, 3) and/or by storage means of the reception device (4, 5).

7. A reception device (4, 5) as claimed in claim 4 or claim 5, characterized in that identification data (KD), which identifies the information content (II) of the information data (EPG, VOD), can be received with the reception means (I), and that the reception device (4, 5) is designed to generate the display signal (AS) for selecting a set of representation-describing data (SK) for a set of information data (EPG, VOD) in accordance with the identification data (KD).

8. A reception device (4, 5) as claimed in claim 1, characterized in that the processing means (V) are designed to determine available information data (EPG, VOD) and representation-describing data (SK) in accordance with a UDDI (Universal Description Discovery and Integration) protocol.

9. A reception device (4, 5) as claimed in claim 1, characterized in that the reception means (I) are designed to receive service-describing data coded in accordance with a WSDL (Web Services Description Language) coding.

10. A reception device (4, 5) as claimed in claim 1, characterized in that the reception means (I) are designed to receive representation-describing data (SK) transmitted in accordance with a SOAP protocol (Simple Object Application Protocol).

11. A reception device (4, 5) as claimed in claim 1, characterized in that the reception means (I) are designed to receive representation-describing data (SK) coded in accordance with an SMIL (Synchronized Multimedia Integration Language) coding.

12. A sender device (1, 2, 3) for sending a transmission signal (US), with storage means for storing information data (EPG, VOD) identifying the information content (II) of

display information (AI) that can be represented on a display device (6, 7), and of representation-describing data (SK), which identifies the nature of the representation of information contents (II) to be represented on the display device (6, 7), and with:

- processing means (V) for processing the stored data (EPG, SK, VOD) and for  
5 delivering the transmission signal (US) comprising this information data (EPG, VOD) and representation-describing data (SK), and
- delivery means (AM) for delivering the transmission signal (US),  
characterized in that the information data (EPG, VOD) and representation-describing data (SK) transmitted in the transmission signal (US) are written in a common Markup Language,  
10 but can be transmitted independently of one another in the transmission signal (US).

13. A sender device (1, 2, 3) as claimed in claim 12, characterized in that the delivery means (AM) are designed to deliver multiple sets of information data (EPG, VOD) for one set of representation-describing data (SK).

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14. A transmission method for transmitting a transmission signal (US) from at least one sender device (1, 2, 3) connected to a computer network (NET) to a reception device (4, 5) connected to the computer network (NET), wherein the following steps are executed:

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- provision in the sender device (1, 2, 3) of the transmission signal (US) comprising information data (EPG, VOD) identifying the information content (II) of display information (AI) that can be represented on a display device (6, 7) and representation-describing data (SK) identifying the nature of the representation of information contents (II) to be represented on the display device (6, 7);

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- transmission of the transmission signal (US) from the sender device (1, 2, 3) via the computer network (NET) to the reception device (4, 5);

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- processing of the transmission signal (US) received in the reception device (4, 5) in order to enable a display of the display information to be represented, characterized in that the information data (EPG, VOD) and representation-describing data (SK) transmitted in the transmission signal (US) are provided in a common Markup Language, but can be transmitted independently of one another in the transmission signal (US), and that the processing of the transmission signal (US) received in the reception device (4, 5) takes place with only one parser (P).

15. A transmission method as claimed in claim 14, characterized in that the identification data (KD) identifying the information contents (II) of the information data (EPG, VOD) is provided by the sender device (1, 2, 3) and transmitted to the reception device (4, 5) and that, in order to generate the display signal (AS), the reception device (4, 5) selects a set of representation-describing data (SK) for a set of information data (EPG, VOD) in accordance with the identification data (KD).
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